

AMENDMENT UNDER 37 C.F.R. § 1.113

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	Shubhasheesh Anand, et al.)	Confirmation No.:	6738
)		
Serial No.:	10/799,048)	Examiner:	C. Michelle Tarae
)		
Filing Date:	March 11, 2004)	Art Unit:	3688

For: PREDICTING INVENTORY AVAILABILITY AND PRIORITIZING THE SERVING
OF COMPETING ADVERTISEMENTS BASED ON CONTRACT VALUE

Via EFS-Web
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE

Sir:

This is in response to the Final Office Action mailed September 22, 2010 (Part of Paper No./Mail Date 20100920), the two-month expedited period for which runs until November 22, 2010. Please revise the subject application as indicated below.

Amendments to the Claims begin on page 2 of this paper.

Remarks/Arguments begin on page 11 of this paper.